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Set
            Items
                        Description
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S1
                   TION OR NPV OR ROI OR RETURN(1W)INVESTMENT)(20N)((STAFF? OR U-SER)()COST? ?
s2
               222
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s3
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6/3,K/1 (Item 1 from file: 9)
DIALOG(R)File 9:Business & Industry(R)
(c) 2005 The Gale Group. All rts. reserv.
01452859 Supplier Number: 24142228 (USE FORMAT 7 OR 9 FOR FULLTEXT) Software Gains Capital Treatment -- A pending rule change will require
   accountants to treat software as an asset. Will this make it easier to
   get projects approved, or harder?
(Under new rule regarding the way software expenditures are recorded,
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? show files;ds
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OR ESTIMAT? OR FORMULA? OR ALGORITHM?)(3N)(APPLICATION?? OR -
TECHNOLOGY OR SOFTWARE OR SYSTEM)(2N)(WORTH OR VALUE OR VALUA-
TION OR NPV OR ROI OR RETURN(1W)INVESTMENT)(20N)((STAFF? OR U-
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S3 AND (TOTAL)(2W)BUDGET??
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$3
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$5
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<u>$</u>6
                               S5 NOT S4
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## 06588836/9

DIALOG(R) File 16: Gale Group PROMT(R)

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06588836 Supplier Number: 55554986 (THIS IS THE FULLTEXT)
ZD Studios' New World Network Conference Series Addresses the Changing Role
Of The Data Center.

PR Newswire, p6142

August 25, 1999

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 834

TEXT:

New World Data Center Conference Offers a No-Nonsense Seminar For IT Decision Makers to Transform Their Data Centers for Increased e Business Value

NEEDHAM, Mass., Aug. 25 /PRNewswire/ -- Ziff-Davis announced today The New World Data Center Conference, an invaluable two-day conference designed to help IT Professionals increase their companies' business value by dramatically improving service levels and time-to-market. With the advent of the Internet and the growth of e-commerce, the role of the data center has changed from focusing on reducing operational costs to increasing business value to customers. This critical IT conference will be held October 4 -- 5, 1999 at the Boston Park Plaza Hotel, in Boston, Massachusetts.

"The growth of the Internet has put tremendous pressure on businesses to change -- and quickly," said Kim Myhre, vice president, ZD Studios. "The Web has become the new playing filed on which companies must compete. As a result, many organizations are now re-focusing their IT structure to create a 'new world' data center that will support the need of e-commerce. Traditional data center models must now be transformed into Web-enabled communications and transaction systems that are focused on interacting with customers. The New World Data Center Conference is specifically designed to help IT organizations make this transformation to increase e-business value."

The New World Data Center, the fifth offering in ZD Studio's New World Network Conference series, will bring together leading IT experts to share their insights, and provide education and practical methodologies to support data center transformation. Attendees to the New World Data Center Conference will hear first hand how to:

- -- Harness the power of the Internet
- -- Create new IT business value
- -- Reduce time-to-market for revenue-generating applications
- -- Leverage emerging outsourcing services
- -- Increase customer satisfaction

Industry experts will also be on hand to share their perspectives on how integral data centers are to their companies overall success. Keynote addresses will be presented by:

- -- Selby Wellman, senior vice president, Cisco Systems, Inc.
- -- Douglas Mow, vice president of Internet multi-media marketing, Owest Communications

Speakers for the New World Data Center Conference include:

- -- Susan Almeida, co-founder & managing partner, Network Strategy Partners, LLC
- -- Jay Bretzman, netfinity strategy & market segment manager, IBM Corporation
- -- Paris Burstyn, director, telecommunications industries, International Data Corporation
- -- Thomas Flanagan, vice president, The Cordis Group
- -- David Floyer, founder & vice president/Research, ITcentrix
- -- Aaron Goldberg, executive vice president, ZD Market Intelligence

- -- Gary Habermann, director/technical resources, Widener University
- -- David Hill, senior analyst/storage & storage management, Aberdeen Group
- -- Brian Jeffery, managing director, International Technology Group
- -- Paul Johnston, director/strategic marketing, Cambridge Technology Partners
- -- Jeffrey M. Kaplan, director/strategic marketing, International Network Services
- -- John McConnell, president, McConnell Associates
- -- James Metzler, Ph.D., president, The Metzler Group
- -- John Morency, vice president/network business practice, Renaissance Worldwide
- -- David Moschella, columnist and senior researcher, Computerworld
- -- Art Petrella, network architect, Rosenbluth International
- -- David P. Vellante, president, ITcentrix

. Cisco Systems, Inc.,  $\overline{\text{IBM}}$  and  $\overline{\text{Qwest}}$  Communications are sponsors of the New World Data Center.

The New World Networks Conference series was developed by ZD Studios and presented in conjunction with, ITcentrix, Interop, Inter@ctive Week and ZD Net. The Series is designed to help end-users, service providers, equipment vendors and content generators manage the challenges and opportunities presented by the transition form traditional voice-driven circuit-switched networks to data intensive packet-switched networks.

For registration or additional information, contact Stacye Montez at 650-578-6831 or stacye\_montez@zd.com . For more Conference information visit www.newworldnets.com.

About ZD Studios

As a division of ZD Events, ZD Studios is dedicated to creating custom marketing programs for IT marketers in addition to some of the most attended, and highly regarded conferences and seminars in the industry. These face-to- face solutions are developed by a vast resource of resident experts who have access to the global resources of Ziff-Davis including publishing, events, research, Internet, television and education as well as the industry's most sought after experts, opinion makers, and celebrities. This flexibility, combined with a solid foundation of experience, places ZD Studios as a leader in developing successful, creative, face-to-face marketing programs for today's leading technology companies.

About Ziff-Davis

Ziff-Davis Inc. is a leading integrated media and marketing company focused on computing and Internet-related technology, with principal platforms in print publishing, trade shows and conferences, online content, television, market research and education. Ziff-Davis provides global technology companies with marketing strategies for reaching key decision-makers. Ziff- Davis has two series of common stock: one which is intended to track the performance of its Internet business ZDNet, and one which is intended to track the performance of the ZD Group, which includes print publishing, trade shows and conferences, education, market research and television businesses and an 83% retained interest in ZDNet.

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